

7 9/10/50

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1950

january

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## FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, JULY 9, 1950</u>			
Now Going On	SHOWING OF FALL DRESS COLLECTION Ted Brown presents his Fall collection of junior dresses in velvet, velveteen, corduroy, jersey, novelty taffeta. Contact: PE. 6-2642.	TED BROWN, INC.	1400 BROADWAY SHOWROOM-8TH FLOOR
Now Going On	PRESS SHOWING OF FALL COLLECTION The Fall line of dresses, including maternities, is open to the press. By appointment only. Publicity: Frances Lane, PE. 6-6525.	McKETTRICK-WILLIAMS	1350 BROADWAY SHOWROOM-2ND FLOOR
Sunday July 9 3:30 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Sally Victor's Fall millinery collection will be presented to the out-of- town press. By invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday July 9 4:00 P.M.- 8:00 P.M. Cocktails	MILLINERY PARTY FOR VISITING EDITORS Florence Reichman will invite the out-of-town editors to her home for cocktails, and a preview of her Fall millinery collection. By invitation only. Contact: Miss Jacqueline, PL. 8-1525; or RH. 4-0290 (home).	FLORENCE REICHMAN	44 EAST 67TH STREET (HOME)
Sunday July 9 4:30 P.M. Tea	FALL FASHIONS FOR VISITING EDITORS The out-of-town editors are invited to see Maria Krum's Fall collection of afternoon and evening wear during tea. Contact: Sally Krum, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Sunday July 9 5:30 P.M. Cocktails, Buffet	BUFFET PARTY FOR FASHION PRESS Forstmann will invite visiting editors to a cocktail party and buffet supper in the Victorian Suite of the Hotel Carlyle. Attendance by invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC.	HOTEL CARLYLE 35 EAST 76TH STREET
Sunday July 9 6:00 P.M.- 9:00 P.M.	SOIREE FOR VISITING EDITORS Harriet Hubbard Ayer has invited the out-of-town press to a soiree in Mary Brown's apartment. By invitation. Publicity: Mary Brown, MU. 8-4040.	HARRIET HUBBARD AYER (505 PARK AVENUE)	50 EAST 81ST STREET APT. 2-A
Sunday July 9 9:00 P.M. Champagne	MILLINERY SHOW FOR OUT-OF-TOWN EDITORS Champagne party and Fall preview of Walter Florell's millinery collection. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Week Of July 10	PRESS PREVIEW OF RONSON LIGHTERS New Ronson cigarette lighters for personal and home use will be on display entire week. Visiting press welcome. Contact: Helen Shapiro, JU. 6-4300.	HAL A. SALZMAN	2 WEST 46TH STREET ROOM 708



DATEWHAT'S GOING ONGIVEN BYWHERENEW YORK DRESS INSTITUTE'S FIFTEENTH NATIONAL PRESS WEEK

(Week of July 10 - July 14)

Fashion editors of about 150 U.S. and Canadian newspapers will be invited to attend the Fifteenth National Press Week. Fall and Winter collections of 24 leading designers, members of the N.Y. Dress Institute's Couture Group, will be shown daily, beginning Monday, July 10. (The release date of each collection is twenty-four hours after the showing on this schedule). Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.

Monday, July 10....	9:00 A.M.	WELCOME BREAKFAST & FORUM	WALDORF-ASTORIA
	10:00 A.M.	EDWIN H. FOREMAN (TINA LESER)	WALDORF-ASTORIA
	11:00 A.M.	DELMAN (Auxiliary Member) SHOES	WALDORF-ASTORIA
	12:00 NOON	MONTE SANO & PRUZAN (LUNCHEON)	WALDORF-ASTORIA
	2:00 P.M.	ANTHONY BLOTTA	498 SEVENTH AVE.
	3:00 P.M.	PATTULLO-JO COPELAND	498 SEVENTH AVE.
	8:30 P.M.	MAURICE RENTNER (PHYFE'S PENTHOUSE)	980 MADISON AVE.
Tuesday, July 11....	9:00 A.M.	BEN REIG	498 SEVENTH AVE.
	10:00 A.M.	HANSEN BANG	498 SEVENTH AVE.
	11:00 A.M.	PAUL PARNES	498 SEVENTH AVE.
	2:30 P.M.	TRIGERE	29 WEST 57TH ST.
	5:30 P.M.	NETTIE ROSENSTEIN	SHERRY'S - 300 PARK AVENUE
Wednesday, July 12....	9:30 A.M.	HERBERT SONDHEIM	530 SEVENTH AVE.
	10:30 A.M.	ADELE SIMPSON	530 SEVENTH AVE.
	11:30 A.M.	PARNIS-LIVINGSTON (MOLLIE PARNIS)	530 SEVENTH AVE.
	2:30 P.M.	JOSEPH HALPERT-JACQUES FATH	530 SEVENTH AVE.
	3:30 P.M.	CAPRI FROCKS, INC.	1372 BROADWAY
Thursday, July 13....	9:30 A.M.	JANE DERBY	785 FIFTH AVE.
	11:00 A.M.	CHRISTIAN DIOR	730 FIFTH AVE.
	2:00 P.M.	HATTIE CARNEGIE	711 FIFTH AVE.
Friday, July 14....	9:00 A.M.	TOWNLEY FROCKS (CLAIRE McCARDELL)	550 SEVENTH AVE.
	10:00 A.M.	DAVIDOW, INC., SPORTSWEAR	550 SEVENTH AVE.
	11:00 A.M.	B. H. WRAGGE	550 SEVENTH AVE.
	2:00 P.M.	PHILIP MANGONE	500 SEVENTH AVE.
	3:00 P.M.	SAMUEL CHAPMAN (CEIL CHAPMAN)	530 SEVENTH AVE.

July 10 N.Y. DRESS INSTITUTE'S BREAKFAST FOR VISITING PRESS, 9:00 A.M. (See above).

July 10 TINA LESER'S SHOWING FOR THE VISITING PRESS AT 10:00 A.M. (See above).

Monday SHOE PREVIEW DELMAN, INC. WALDORF-ASTORIA  
 July 10 FOR NEW YORK PRESS (745 FIFTH AVE.) WEST FOYER  
 10:00 A.M. Herman Delman has invited the local press to a brief showing of his Fall and Winter shoes. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.

July 10 DELMAN'S SHOWING FOR THE OUT-OF-TOWN PRESS AT 11:00 A.M. (See above).

Monday PRESS PREVIEWS MR. JOHN, INC. 53 EAST 57TH STREET  
 July 10 OF FALL MILLINERY SALON  
 11:00 A.M. Mr. John will present his Fall millinery collection to the N.Y. press at  
 And 11:00 A.M., with a second showing for the out-of-town editors at 4:00 P.M.  
 4:00 P.M. By invitation. Publicity: Petty Nelson or Peter Brandon, MU. 8-4906.

July 10 MONTE SANO & PRUZAN'S SHOWING FOR VISITING PRESS, 12:00 NOON (See above).



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 10	ANTHONY BLOTTA'S SHOWING FOR VISITING EDITORS AT 2:00 P.M. (See Pg. 2).		
Monday July 10 2:30 P.M.	FALL MILLINERY SHOW FOR PRESS William J., now in his second season, will present his Fall and Winter millinery. By invitation. Contact: Robert Allen, MU. 8-1380.	WILLIAM J.	61 EAST 52ND STREET SALON
July 10	PATULLO-JO COPELAND'S SHOWING FOR VISITING PRESS, 3:00 P.M. (See Pg. 2).		
Monday July 10 5:00 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW "Accesso-News"--the semi-annual accessories show, presenting Coro jewelry and Glentex scarfs for Fall. Cocktails from 4:30 P.M. For local and visiting press, by invitation only. Publ.: Ann R. Silver Assoc., MU. 7-8654.	CORO JEWELRY; GLENTEX SCARFS	HOTEL PIERRE GRAND BALLROOM
Monday July 10 6:00 P.M.	OUT-OF-TOWN PRESS SHOW: FALL COLLECTION Elizabeth Arden will invite the visiting editors to a 6:00 P.M. showing of her Fall and Winter ready-to-wear collection. Buffet supper from 7:00 P.M. to 8:00 P.M. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON-2ND FLOOR
July 10	MAURICE RENTNER'S BUFFET SHOWING FOR VISITING PRESS AT 8:30 P.M. (See Pg. 2)		
Tuesday July 11 8:00 A.M. Breakfast	FALL HAT SHOW FOR OUT-OF-TOWN PRESS Irene of New York will show her new Fall millinery at a breakfast for the visiting press. By invitation. Publicity: Nona James, CH. 4-7658.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
July 11	BEN REIG'S SHOWING FOR THE OUT-OF-TOWN PRESS AT 9:00 A.M. (See Pg. 2).		
Tuesday July 11 9:00 A.M. Breakfast	FALL MILLINERY BREAKFAST CLINIC Semi-annual clinic of the Millinery Merchandising Executives' Association, with fashion, merchandising and business experts discussing trends, problems and developments. Virginia Pope, fashion editor of the N. Y. Times, will direct the clinic. Attendance by invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA
July 11	HANSEN BANG'S SHOWING FOR VISITING EDITORS AT 10:00 A.M. (See Pg. 2).		
July 11	PAUL PARNES' SHOWING FOR THE VISITING PRESS AT 11:00 A.M. (See Pg. 2).		
Tuesday July 11 12:00 Noon	JUDY 'N JILL FASHIONS FOR VISITING PRESS Brief showing of Fall and Winter junior fashions by Horwitz & Duberman, for the out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday July 11 1:00 P.M. Luncheon	LUNCHEON FOR VISITING AND LOCAL PRESS Coty will present a 1950 "Beauty Forecast" and preview of Christmas gift packages at a luncheon for the out-of-town and local editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA WEDGWOOD ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 11	TRIGERE'S SHOWING FOR THE VISITING PRESS AT 2:30 P.M. (See Page 2).		
Tuesday July 11 2:30 P.M. Cocktails	PREVIEW OF FALL HAT COLLECTION Mme. Cecile Gertrude Kretz will present her collection of Fall millinery. For press and trade, by invitation only. Contact: PL. 3-2940.	MME. CECILE GERTRUDE KRETZ	25 WEST 57TH STREET SALON
Tuesday July 11 3:30 P.M. Cocktails	PRESS PREVIEW OF "BAGS BY JOSEF" Fall and Winter American collection of "Bags by Josef" (Gold Seal Im- porters, Inc.) together with Italian and French imports. For local and out-of-town press, by invitation. Publ.: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SHERRY-NETHERLAND CHANTECLAIR ROOM
Tuesday July 11 3:30 P.M.- 6:00 P.M. Cocktails	PRESENTATION OF FALL FABRICS Hafner will invite the local and out-of-town press to a display of Fall fabrics, with informal modeling, at the Empire State Club, 21st floor. By invitation only. Publicity: Martha McDonald, CH. 4-8767.	HAFNER FABRICS CORP.	EMPIRE STATE BLDG. 21ST FL.--CLUB
Tuesday July 11 4:00 P.M.- 6:00 P.M. Open House	FASHIONS IN WOMEN'S WATCHES The Watchmakers of Switzerland will present "Fashions in Time" to local and visiting editors. By invitation only. Sponsored by Foote, Cone and Belding Int'l. Publicity: Elizabeth Maher, EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	30 ROCKEFELLER PL. RAINBOW LOUNGE-65 FL.
Tuesday July 11 4:30 P.M. Cocktails	PRESS PREVIEW OF YOLANDE HANDMADES Yolande will invite the out-of-town and N.Y. fashion press to a cocktail showing of handmade lingerie, blouses, and infants dresses for Fall. By invitation only. Publicity: Ida F. Miller, Yolande Corp., MU. 6-8600.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM
July 11	NETTIE ROSENSTEIN'S COCKTAIL SHOW FOR VISITING EDITORS AT 5:30 P.M.(Pg.2).		
Tuesday July 11 6:00 P.M. Cocktails 7:30 P.M. Show	"SANKA BROWN" COLOR DEBUT Sanka Coffee will sponsor a showing of Paris originals, and ready-to-wear and accessories by American designers, in the new "Sanka Brown" color for Fall. Fashion Show will be followed by supper and dance. By invitation only, for visiting and N.Y. fashion press. General Foods Publicity: Dave Jacobson at Young & Rubicam, MU. 9-5000. Fashion Show Publicity: Dora Miller, LO. 3-4285.	GENERAL FOODS	HOTEL PIERRE ROOF GARDEN
Tuesday July 11 7:00 P.M. Dinner	FALL HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show for buyers, retailers and the fashion press. Dinner and show: \$20.00; Mezzanine: show only (at 9:00 P.M.), \$10.00. For tickets, contact: Millinery Stab. Comm., 1450 Broadway, LO. 4-7800. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Wednesday July 12 8:00 A.M. Breakfast	WOMEN'S FASHIONS FOR OUT-OF-TOWN EDITORS Showing for visiting and local editors of Puritan's Paris-adapted Fall fashions for women, at moderate prices. By invitation. Contact: Mathilda Kimball or Mary Wight, CH.4-2962. Publicity: Dora Miller, LO. 3-4285.	PURITAN DRESS COMPANY OF BOSTON	LONGCHAMPS B'WAY & 41ST STREET
July 12	HERBERT SONDHEIM'S SHOWING FOR VISITING PRESS, 9:30 A.M.(Pg.2).		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 12 10:00 A.M. Coffee	BREAKFAST PREVIEW OF FALL MILLINERY Walter Florell will show his Fall millinery collection to the local press. Attendance by invitation only. ( <u>Note Change of Date</u> ). Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
July 12	ADELE SIMPSON'S SHOWING FOR THE VISITING EDITORS AT 10:30 A.M. (See Pg. 2).		
July 12	MOLLY PARNIS' SHOWING FOR THE VISITING PRESS AT 11:30 A.M. (See Pg. 2).		
Wednesday July 12 12:00 Noon Aperitif	OUT-OF-TOWN PRESS FALL PREVIEW Tilly Schanzer will present her "Mix 'n Match" Fall fashions to the local and visiting press. By invitation only. Publ.: Dora Miller, LO. 3-4285.	TILLY SCHANZER	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Wednesday July 12 1:00 P.M. Luncheon	COAT & SUIT SHOWING FOR VISITING PRESS The out-of-town editors will be invited to a luncheon and showing of the Fall coat and suit collection, designed by Seymour Fox. Attendance by invitation. Publicity: Ann R. Silver Associates, MU. 7-8654.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Wednesday July 12 2:00 P.M.	FALL MILLINERY AT "MINT JULEP PARTY" Jack McConnell will present his Fall collection of millinery to the press and trade. By invitation only. Contact: Frank Saltez, PL. 3-0786.	JACK McCONNELL	41 WEST 57TH STREET SALON
July 12	JOSEPH HALPERT-JACQUES FATH SHOW FOR VISITING PRESS, 2:30 P.M. (See Pg.2).		
Wednesday July 12 2:30 P.M. Cocktails	PREVIEW OF NEW FALL FABRIC "Bold Venture", a rayon fashion fabric with a new weave and surface, will be shown at the Victorian Suite of the Hotel Beverly. Attendance by in- vitation. Publicity: Dick Zeisler, Saul Krieg Associates, LU. 2-1815.	HOUSE OF BURGESS (1071 SIXTH AVE.)	HOTEL BEVERLY LEXINGTON & 50TH ST.
July 12	CAPRI FROCKS' SHOWING FOR THE VISITING EDITORS AT 3:30 P.M. (See Pg. 2).		
Wednesday July 12 3:30 P.M. Cocktails	FALL MILLINERY SHOW FOR LOCAL PRESS Florence Reichman's preview of her Fall millinery collection for N.Y. press. By invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Wednesday July 12 5:00 P.M. Cocktails	"BLACK ROSE" PARTY FOR VISITING EDITORS Twentieth Century-Fox will invite the out-of-town and local editors to a cocktail party and exhibit of a Fall fashion promotion, inspired by the forthcoming film "The Black Rose". Staged by Tom Lee. Attendance by invitation. Publicity: Corinne Schwab, CO. 5-3320.	20TH CENTURY-FOX FILMS	54TH ST. & 10TH AVE. STAGE 1
Wednesday July 12 5:00 P.M.- 7:00 P.M. Cocktails	LAUNCHING OF FRATTI COSTUME JEWELRY The Tailored Woman will present the premiere U.S. Showing of costume jewelry, designed by Guiliano Fratti of Milan, Italy. By invitation. Fratti Publicity: Ann Goodrich, Fashion Productions, MU. 8-1700.	THE TAILORED WOMAN (742 FIFTH AVENUE)	WALDORF-ASTORIA ASTOR GALLERY



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday July 12 7:00 P.M. Dinner	FALL HATS & MAKEUP AT DINNER SHOW The Millinery Fashion Bureau, in cooperation with Dorothy Gray, will invite the local and visiting fashion press to dinner, and a showing of Fall millinery by leading designers; makeup by Dorothy Gray. By invitation only. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY FASHION BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday July 13 8:00 A.M. Breakfast	EMBROIDERY FASHIONS FOR VISITING PRESS Embroidered separates for all occasions will be shown to the out-of-town and local editors. ( <u>Note Change of Address</u> ). By invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERERS MANUFACTURERS BUREAU	LONGCHAMPS 19 WEST 57TH STREET
July 13	JANE DERBY'S SHOWING FOR THE OUT-OF-TOWN PRESS AT 9:30 A.M. (See Pg. 2).		
July 13	CHRISTIAN DIOR'S SHOWING FOR THE VISITING EDITORS AT 11:00 A.M. (See Pg. 2).		
Thursday July 13 11:00 A.M.	FALL MILLINERY PRESS PREVIEW Anita Andra will invite the press to a showing of her new Fall hat collection. Attendance by invitation. Contact: PL. 9-1822.	ANITA ANDRA	558 MADISON AVENUE SALON
Thursday July 13 12:15 P.M. Luncheon	FALL PREVIEW FOR VISITING EDITORS Henry Rosenfeld will invite the out-of-town and local press to lunch, with a showing of his Fall collection of dresses and suits. By invitation only. Publicity: Shirley Perces or Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Thursday July 13 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING Subject: "Spotlight on Fall Accessories--There's Lots of News!" Esther Lyman, Merchandise Editor of Harper's Bazaar, will discuss the subject "How Can Stores Best Promote Accessories?" Chairman and Commentator: Majorie Schlesinger, Accessories Stylist, Macy's. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC.	HOTEL ASTOR BALLROOM
July 13	HATTIE CARNEGIE'S SHOWING FOR THE VISITING PRESS AT 2:00 P.M. (See Pg. 2).		
Thursday July 13 3:30 P.M. Cocktails	FALL FASHION SHOWING FOR VISITING PRESS Varden will invite the out-of-town editors to cocktails and a showing of the Varden Petites collection for Fall. Attendance by invitation only. Publicity: Ann E. Pester, PE. 6-5460.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Thursday July 13 4:00 P.M. High Tea	JEWELRY SHOWING FOR THE PRESS The visiting and local editors will be invited to a cocktail party and showing of the new Halbe costume jewelry collection for Fall. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JEWELS BY HALBE	SHERRY-NETHERLAND CHANTECLAIR ROOM
Thursday July 13 5:00 P.M.	FALL SHOWING FOR VISITING EDITORS Lilly Dache will present her Autumn 1950 collection of costumes to the out-of-town editors. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 13 7:00 P.M. Dinner	FASHION SHOW--DINNER FOR VISITING PRESS Sylvan Rich will invite the out-of-town editors to dinner and a showing of the Martini Designed and Diminutives dress collections for Fall. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Thursday July 13 8:30 P.M.	THEATRE & SUPPER PARTY FOR VISITING PRESS N. W. Ayer's Theatre Party for the out-of-town editors will be followed by a supper party at the Hotel Plaza. Attendance strictly by invitation. Publicity: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	ZIEGFELD THEATRE 6TH AVE. & 54TH ST.
Friday July 14 8:00 A.M. Breakfast	NECKWEAR SHOW FOR VISITING PRESS The out-of-town editors will be invited to a showing of neckwear for Fall. By invitation only. Publicity: Dora Miller, LO. 3-4285.	NATIONAL WOMEN'S NECKWEAR & SCARF ASSN.	LONGCHAMPS B'WAY & 41ST STREET
July 14	CLAIRE MCCARDELL'S SHOWING FOR THE VISITING PRESS AT 9:00 A.M. (See Pg 2).		
July 14	DAVIDOW'S SHOWING FOR THE VISITING PRESS AT 10:00 A.M. (See Page 2).		
July 14	B. H. WRAGGE'S SHOWING FOR THE VISITING PRESS AT 11:00 A.M. (See Page 2).		
Friday July 14 12:00 Noon Luncheon	LUNCHEON SHOWING FOR VISITING PRESS Lloyd Weill will invite the out-of-town press to a luncheon and showing of the Fall collection designed by Natalie Renke and Marie Ravel; and the Nan Westley collection of separates. Also, a special request performance of Lloyd Weill's own original "floor show". Attendance by invitation only. Contact: Miss Gloria, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
July 14	PHILIP MANGONE'S SHOWING FOR VISITING EDITORS AT 2:00 P.M. (See Page 2).		
July 14	CEIL CHAPMAN'S SHOW FOR THE VISITING EDITORS AT 3:00 P.M. (See Page 2).		
Friday July 14 3:30 P.M.	PRESENTATION OF FALL MILLINERY Mr. Fred of John Frederics, Inc., will present his Fall millinery collection to the local and out-of-town press. Attendance by invitation only. Publicity: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC.	20 EAST 48TH STREET SALON
Friday July 14 5:00 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION Raymond Marinelli will invite the N.Y. and visiting editors to a preview of his Fall collection of afternoon, cocktail, dinner and evening clothes. Millinery: Laddie Northridge. Gloves: Wear-Right. Pearls: La Tausca. Door prize--custom made gown (\$250.00) by Raymond. Attendance by invitation. Publicity: Jane Franklin, Allied Public Relations, PL. 9-6411.	RAYMOND MARINELLI (37 WEST 47TH ST.)	ST. MORITZ HOTEL SKY GARDENS
Friday July 14 5:00 P.M.	FUR COLLECTION FOR VISITING EDITORS Esther Dorothy will present her fur collection to the out of town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY	68 EAST 56TH STREET SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 14 6:30 P.M. Dinner	FASHION SHOWING AT PRESS DINNER The out-of-town editors will be invited to a dinner, followed by a fashion show of Fall clothes made in Crompton velveteens and corduroys. Showing at 8:30 P.M., followed by entertainment. Attendance strictly by invitation. Publicity: Laura Benham, RE. 7-8230.	CROMPTON-RICHMOND, INC.	SHERRY NETHERLAND CARVANAL ROOM
Saturday July 15 9:30 A.M. Breakfast	LUGGAGE MOVIE FOR VISITING PRESS Amelia Earhart Luggage will invite the out-of-town press to a breakfast premiere of its 20-minute color film, "There Is A Difference". (Film will be shown at leading department stores and specialty shops throughout the country). By invitation only. Contact: Maxine Lord, Market 3-7500.	AMELIA EARTHART LUGGAGE	HAMPSHIRE HOUSE THE COTTAGE
Saturday July 15 10:30 A.M. Champagne- Brunch	PENTHOUSE PARTY FOR THE PRESS Frances Sider will invite the out-of-town and local editors to an informal showing of her Fall collection, "Inseparable Separates". Attendance by invitation only. Contact: LO. 4-3323.	FRANCES SIDER	25 CENTRAL PARK W. PENTHOUSE - 32 J
Cancelled July 15	THE CONTI, INC. COAT AND SUIT SHOWING FOR THE VISITING PRESS, ORIGINALLY SCHEDULED FOR SATURDAY, JULY 15, AT 11:00 A.M., HAS BEEN CANCELLED.		
Cancelled July 15	MME. THEA TEWI'S PRESS PREVIEW OF NEW LINGERIE COLLECTIONS, ORIGINALLY SCHEDULED FOR SATURDAY, JULY 15, AT 11:30 A.M., HAS BEEN CANCELLED.		
Saturday July 15 12:00 Noon Luncheon	PRESS SHOWING OF FALL JEWELRY Luncheon showing of the Trifari Fall costume jewelry collection, for visiting and local press. Attendance by invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Sunday July 16 10:00 A.M. (Entire Day)	SHIPBOARD FASHION SHOW FOR EDITORS The New Haven "million dollar" air-conditioned train will depart from Grand Central Station at 10:00 A.M. for New London, where the out-of-town press will transfer to a ship for a cruise along the Connecticut shores to Old Saybrooke. Kiviette's Fall gowns and Laddie Northridge's Fall and Winter hats will be presented on deck during dinner. Return by train to New York will be made in the early evening. Attendance by invitation only. Publicity: Donna Cannon or Roberta Miles, PL. 5-0484.	KIVIETTE; AND LADDIE NORTHRIDGE	VIA NEW HAVEN RR. TO CONNECTICUT CRUISE
Cancelled July 17	THE PHILIP HULITAR SHOWING OF AFTER-DARK FASHIONS FOR VISITING PRESS, ORIGINALLY SCHEDULED FOR JULY 17, AT 10:30 A.M., HAS BEEN CANCELLED.		
Monday July 17 11:00 A.M. Coffee	FALL COAT AND SUIT PRESS PREVIEW Will Nemerov will invite the New York and out-of-town press to a showing of the Fall and Winter collection of coats and suits by "Willi". Attendance by invitation only. Contact: Marie Lerer, CH. 4-8570.	WILL NEMEROV, INC.	500 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Monday July 17 1:30 P.M.	PRESS PREVIEW OF WOMEN'S COLLECTION The local and out-of-town press will be invited to a Forecast of Women's Fashions for Fall. By invitation. Publicity: Elsie Brandt, LO. 4-1320.	ED GERRICK, INC.	550 SEVENTH AVENUE SHOWROOM-7TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 17 2:30 P.M.	FALL SPORTSWEAR PREVIEW FOR THE PRESS The local and out-of-town press will be invited to a showing of fashions by David Crystal; Izod of London interlocking wardrobe for women and leisure shirts for men; and Haymaker sportswear. By invitation. Publicity: Liz Daly, LA. 4-7760.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM-23RD FL.
Monday July 17 4:00 P.M.- 6:30 P.M. Cocktails	FUR FASHIONS FOR VISITING & LOCAL PRESS The Associated Fur Manufacturers will invite the out-of-town and N.Y. press to a brief resume of 1950-51 fur fashions. Movie at 4:30 P.M. Fashion show at 5:00 P.M. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ASSOCIATED FUR MFRS.	WALDORF-ASTORIA WEDGWOOD ROOM
Monday July 17 9:00 P.M. Champagne- Buffet	PENTHOUSE PARTY FOR THE PRESS Chanda will invite the local and out-of-town editors to an informal showing of his Fall collection of millinery, during champagne and buffet supper. (In case of rain, party will be held in salon at 30 W. 57th St.). By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	CHANDA, INC. (30 WEST 57TH ST.)	55 EAST 86TH ST. PENTHOUSE "B"
Tuesday July 18 9:00 A.M.- 11:00 A.M.	PRESS PREVIEW OF CHRISTMAS TOILETRIES Gourielli will preview its Christmas collection of gifts and toiletries for men and women at a breakfast-buffet. By invitation only. Publicity: Elaine Hope Librescot, PL. 3-1200.	GOURIELLI, INC.	16 EAST 55TH ST. SALON
Cancelled July 18	THE CLARET MODES BLOUSE AND SEPARATES SHOWING FOR THE VISITING PRESS, ORIGINALLY SCHEDULED FOR MONDAY, JULY 18, AT 9:30 A.M., HAS BEEN CANCELLED.		
Tuesday July 18 11:00 A.M.	SCARF SHOWING FOR LOCAL & VISITING PRESS Showing for the out-of-town and local editors of Brooke Cadwallader's scarf collection and advance view of Resort and Spring 1951 silks. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Tuesday July 18 2:00 P.M.	PRESS SHOWING OF JUNIOR FASHIONS Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present her Fall fashions for juniors to the out-of-town and local press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	EMILY WILKENS	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Tuesday July 18 4:30 P.M. Cocktails	HOSIERY SHOWING FOR THE PRESS Stanton D. Sanson will invite local and out-of-town press to a presentation "Tableaux des Bas", introducing a new collection of hosiery; and to premiere Willys of Hollywood - "The Stocking of the Stars". By invitation only. Publicity: Margo Myers, Steve Hannagan's Office, PL. 5-2900.	SANSON HOSIERY MILLS	WALDORF-ASTORIA ASTOR GALLERY
Wednesday July 19 12:00 Noon Luncheon	SHOWING OF FALL FASHIONS AND FABRICS A presentation of Fall costumes, created by leading designers in John Walther fabrics, during a luncheon for the press and trade. Attendance by invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE THE COTTAGE



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday July 19 4:00 P.M. Cocktails	COLOR FILM ON NEW LUGGAGE Amelia Earhart Luggage will present "There Is A Difference", a 20-minute color movie, which will be shown in leading department stores and specialty shops throughout the country. For press, N.Y. and resident buyers, by invitation only. Contact: Maxine Lord, Market 3-7500. (Newark)	AMELIA EARHART LUGGAGE	21 CLUB (21 W. 52ND) HUNT ROOM, 2ND FL.
Thursday July 20 12:30 P.M. Luncheon	PRESS PREVIEW OF NEW HOME PERMANENT Introduction to the East Coast of Einot's new pin-curl home permanent wave, with headdresses by Anita Andra. Attendance by invitation. Contact: Poppy Cannon, Peter Hilton, Inc., MU. 8-4224.	EINOT HOME PERMANENT (10 EAST 52ND STREET)	NINO'S 10 EAST 52ND STREET
Beginning Monday July 24	SCHEDULE OF LONDON COUTURE OPENINGS Monday, July 24: Digby Morton, Ltd.; Worth, Ltd.; Hardie Amies, Ltd.; Molyneux et Cie; Michael Sherard. Tuesday, July 25: Charles Creed, Ltd.; Norman Hartnell, Ltd.; Mattli; Peter Russell, Ltd.; Victor Stiebel. Admission by invitation only. Contact: Lilian Hyder, Organizing Secretary, 36-A Bruton Place, London W-1.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36-A BRUTON PLACE LONDON W-1, ENGLAND
Tuesday July 25 9:30 A.M. Coffee	PRESS PREVIEW OF COLLEGE FASHIONS Bloomingdale's will hold a press preview of back-to-school fashions, with a showing at 10:00 A.M. Attendance by invitation only. The College Shop, on the 3rd floor, will open to the public on Monday, July 31. Publicity: Dervin O'Brien, EL. 5-5900, Extension 659 or 311.	BLOOMINGDALE'S	4TH FLOOR ROOM 3

FALL AND WINTER PARIS COUTURE OPENINGS--PARIS, FRANCE

CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE

Thursday, July 27:	Alex Maguy, Dior, Henry, Irmone, Baillie, Jeanne LaFaurie, Paquin, Tristan Maurice.
Friday, July 28:	Alice Thomas, Alwynn, Balenciaga, Carven, Dior, LeComte, Jacques Fath, J. Griffe, M. De Rauch, Raphael.
Saturday, July 29:	Bruyere, C. Montaigne, Dior, Jean Desses, M. Carpentier, Manguin, Marcel Rochas, Pierre Balmain.
Monday, July 31:	Callot Soeurs, M. Vramant, Maggy Rouff, Molyneux, N. Ricci.
Tuesday, Aug. 1:	Agnes Drecoll, Alice Levon, H. A. La Pensee, J. Heim, Lanvin, Robert Piquet, Worth.
Wednesday, Aug. 2:	Calixte, Renal, Bader, Chaumont, Desvignes, Schiaparelli.
Thursday, Aug. 3:	Gres, Jean Patou, Martial Et Armand, Schiaparelli.
Friday, Aug. 4:	Hermes.
Monday, Aug. 7:	Pierre Benoit, Pierre Clarence.
Tuesday, Aug. 8:	Amy Linker.
Wednesday, Aug. 16:	Madeleine Geroy.
Monday, Aug. 28:	Carmine.

Attendance by invitation only. Contact: Chambre Syndicale de La Couture Parisienne, 102 Rue du Faubourg St.-Honore, Paris, France.

Tuesday August 1 9:00 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS Saks Fifth Avenue will hold a press preview of college fashions at The Hotel Edison Arena Theatre, 228 West 47th Street. By invitation. Publicity: Patricia Sullivan, PL. 3-4000, Ext. 7065.	SAKS FIFTH AVENUE HOTEL EDISON THE ARENA THEATRE
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MOVIES...MUSIC...TELEVISION...THEATRE

- Friday  
July 7 PREMIERE: "THE FLAME AND THE ARROW" (Movie) STRAND, BROADWAY & 47TH STREET  
Warner Bros.' technicolor adventure film starring Burt Lancaster and  
Virginia Mayo. A Norma-F.R. production. Director: Jacques Tourneur.  
Wardrobe: Marjorie West. Publicity: Eve Siegel, CI. 6-1000.
- Friday  
July 7 PREMIERE: "WHERE THE SIDEWALK ENDS" (Movie) ROXY, 50TH ST. & 7TH AVENUE  
Twentieth-Century-Fox presents a new movie starring Dana Andrews as a  
New York Police Force detective who uses his fist first and asks ques-  
tions later; and Gene Tierney, who plays a dress model. Miss Tierney's  
husband, Oleg Cassini, is featured as a dress designer for a 7th Avenue  
wholesale house. Produced and Directed by Otto Preminger, from a screen  
play by Ben Hecht. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Beginning  
Monday  
July 10 FOURTH WEEK, STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AV.  
Monday, July 10: Kurt Weill Memorial program, with a spoken tribute by  
Maxwell Anderson; Todd Duncan and chorus in excerpts  
from "Lost In The Stars", and popular Weill classics.  
Tuesday, July 11: All-Brahms program, with Toba Brill as soloist in the  
"Piano Concerto No. 1"; Berl Senofsky and Shirley  
Trepel featured in the "Double Concerto".  
Wednesday, July 12: Frances Magnes playing the Sibelius "Violin Concerto  
in D Minor"; Howard Barlow will conduct the orchestra  
in selections by Rossini, Smetana & Ippolitoff-Ivanoff.  
Thursday, July 13: Eleanor Steber, soprano, will be starred; Gerson  
Yessin, pianist, will make his stadium debut.  
Friday, July 14: No performance, unless rain on previous night.  
Saturday, July 15: French Opera night, starring Frances Yeend, soprano;  
Elena Nikolaidi, contralto; Eugene Conley, tenor; and  
Robert Merrill, baritone, in arias from French operas.  
Sunday, July 16: No performance, unless rain on previous night.  
Publicity: Miss Alix Williamson, CI. 6-4462.
- Tuesday  
July 11 TELEVISION: THE KATHI NORRIS SHOW WNBT, CHANNEL 4  
10:00 A.M. Kathi Norris will present Jacques Paschkes in "Top to Toe Grooming."  
Publicity: Babs Doniger, PL. 3-1742.
- Tuesday  
July 11 TELEVISION: "JUST FOR YOU" WNBT, CHANNEL 4  
12:00 Noon- Ann Pringle and Carl Caruso will introduce "Little Miss Sleeve Stretcher",  
1:00 P.M. a wire gadget for ironing children's puffed sleeves, made by Ottoson  
Products, Inc. Publicity: Babs Doniger, PL. 3-1742.
- Thursday  
July 13 PREMIERE: "GUN CRAZY" PALACE THEATRE, 1564 BROADWAY  
United Artists' story of a young married couple who try to live by  
outwitting the law. Starring Peggy Cummins, John Dall, Barry Kroeger.  
Producer: Frank and Maurice King. Director: Joseph H. Lewis. Publicity:  
Tess Michaels, CI. 5-6000.
- Beginning  
Sunday  
Sept. 10 OPENING: SADLER'S WELLS BALLET, METROPOLITAN OPERA HOUSE, 137 W. 39TH ST.  
The return engagement of the Sadler's Wells Ballet will consist of an  
extensive tour of thirty cities, starting in New York on September 10,  
and concluding in Toronto on January 20. The ballerinas and corps de  
ballet will again be dressed in all-British wardrobes, with tentative  
plans for duplicates to be featured in store windows of the cities visit-  
ed. Tickets on sale at Carnegie Hall box office only. No phone or mail  
orders. Publicity: Barry Hyams or Martin Feinstein, Hurok Attractions,  
PL. 9-6000.